

GO MARKETS

first choice for forex

**INTRODUCING BROKER (IB)
& AFFILIATE GUIDELINES**

ISSUED OCTOBER 2017

Introducing Broker (IB) & Affiliate Guidelines

About GO Markets Pty Ltd (GO Markets)

GO Markets holds an Australian Financial Services Licence (AFSL 254963) and is regulated by the Australian Securities and Investments Commission (ASIC). It has been operating under its current licence authorisations since 2006. GO Markets market reputation within Australia is as an "industry veteran". GO Markets is widely acknowledged as one of the first Australian FX brokers to successfully introduce the MetaTrader 4 trading platform.

IBs & Affiliates and Australian Regulation

As an AFS Licensee, GO Markets has an overriding obligation to treat its clients "**fairly, efficiently and honestly**". This governs everything we do, including the relationships we have with third parties such as IB's & affiliates.

When reviewing your website, we generally speaking apply the same regulatory considerations that we must abide by when marketing our own products and services, regardless of whether you are a regulated entity yourself.

If we were to accept an IB or affiliate who had misleading content on its website, we would be in breach of our AFS licence conditions.

Purpose of IB & Affiliate Guidelines

We have created a series of guidelines in a checklist form for you to assess your website against. This list has been created as a guide for you to understand what you can and cannot say on your website and for you to determine our other requirements; such as for prominent risk warnings etc.

Assessing IB & Affiliate Applications

When assessing IB & affiliate applications, GO Markets compliance will consider:

1. What the IB/ affiliate does;
2. Whether the potential IB/affiliate must be regulated¹;
3. Whether the website is misleading;
4. Whether we should align ourselves with the IB/affiliate (brand preservation).

If your application is approved by compliance you will be asked to provide your KYC documents². Approval of your application (including the commercials) will be subject to GO Markets performing satisfactory due diligence.

Introducing Broker (IB) & Affiliate Guidelines

Ongoing Monitoring of IB & Affiliate Websites

After the approval of an application, IB's & affiliates will be subject to ongoing monitoring and surveillance. If any breaches of our guidelines are detected after your application has been approved, you will be asked to make the necessary modifications to your website. Failure to do so within a reasonable period of time will lead to the IB/ affiliate agreement being terminated by GO Markets.

Guidelines / Checklist for IBs & Affiliates Not Requiring Regulation, e.g.:

1. Comparison sites;
2. Education providers;
3. Signal providers;
4. EA providers;
5. Social trading sites.

Important: Before submitting your application, please ensure that you have assessed your website against the checklist below:

Checklist

Materials checked?

1. Factual information only. No Financial Product Advice (general or personal).

The website must contain only **factual information** about your products & services. You do not need to hold an AFS licence (or jurisdictional equivalent) to give factual information about your products & services or financial products (FX/CFDs/Binary Options) to your clients.

Definition of factual advice is: "...**objectively ascertainable information, the truth or accuracy of which cannot reasonably be questioned.**"

Financial product advice generally involves a **qualitative judgement about or an evaluation, assessment or comparison of some or all of the features of a financial product.**

Suggested warning relating to financial product advice:

"The information contained within **[insert website address]** is only provided as general market commentary, and is for general information and educational purposes only. It is not intended to imply any recommendation or opinion about a financial product."

Introducing Broker (IB) & Affiliate Guidelines

Checklist

Materials checked?

2. Impression. The content on your website must not be misleading or deceptive (even unintentionally misleading or deceptive).

If a claim regarding your product or services cannot be substantiated by up to date documentary evidence, then it is misleading.

3. Returns, benefits and risk. The website should give a balanced message about the returns, benefits and risks FX/CFDs/Binary Options.

Benefits should not be given undue prominence compared with risks. Material should not present a one-sided view of key features of FX/CFDs/Binary Options to overstate potential benefits.

4. Past Performance. If the material includes past performance data (for example for EAs), include a caveat.

Suggested caveat where you publish EA results on your website:

"Past results are not a reliable indicator of future performance"

Also, performance figures should not be "cherry picked" or falsified.

5. Opinions or projections regarding future matters. Forecasts must be based on reasonable assumptions. You need to have a reasonable basis for believing that the information used is accurate and reliable. Forecasts about future performance should also state that the forecasts are not guaranteed to occur.

6. Warnings, disclaimers, qualifications and fine print. Should not be inconsistent with other content (e.g. headline claims) and should be sufficiently prominent on your website (i.e. not in fine print or hidden).

Suggested risk warning:

"Trading Forex and Derivatives carries a high level of risk, including the risk of losses exceeding deposits. Also, you do not own or have any rights to the underlying assets. The effect of leverage is that both gains and losses are magnified. You should only trade if you can afford to carry these risks. Trading Derivatives and binary options may not be suitable for all type of investors, so please ensure that you fully understand the risks involved."

Introducing Broker (IB) & Affiliate Guidelines

Checklist

Materials checked?

7. Fees and costs. If fees or costs are included, they should give a realistic impression of the overall level of fees and costs your clients are likely to pay (including any indirect fees or costs).

8. Use of certain terms and phrases. Terms and phrases should not be used in a way which is not consistent with their ordinary meaning (e.g. free, secure and guaranteed).

Specific words/phrases that must not be used on your website include:

- Financially independent;
- Make money;
- Guaranteed profit;
- Guarantee of X% profit in X days;
- Advice;
- Financial freedom.

You must not include tools for calculating possible returns, such as profit calculators.

9. Photographs, diagrams, images and examples. Photographs and images must not contradict, detract from or reduce the prominence of any warnings, disclaimers or qualifications. Graphs and charts must not be ambiguous, overly complicated or falsified.

10. Testimonials. No falsified testimonials are permitted to be used on your website. Any testimonials must be genuine and included with the express consent of the client.

11. Use of the GO Markets name and Logo. Is strictly prohibited unless written permission is given by GO Markets for inclusion on your website.